



● *Maqoor Environmental NGO*

ANNUAL REPORT

2024



www.maqoor.org

MAQOOR

INTRODUCTIONS

Maqoor was created with a simple yet powerful vision: to empower youth to lead sustainable change. Founded by passionate young leaders, Maqoor has evolved into a dynamic platform for change-makers, fostering youth engagement, sustainability practices, and accountability. We believe that when youth are armed with knowledge, passion, and the tools to act, they can lead the charge for a more sustainable and just world.

Our journey began with a simple idea: What if everyone contributed just a little? Even something as small as picking up a piece of trash could spark change. On May 18th, Maqoor's founders organized the first clean-up in Yerevan, igniting a movement of youth-led environmental initiatives. It was the first step in a journey that would see young people from all backgrounds unite for a common cause: preserving the environment.

What began as a modest clean-up soon grew into a platform that empowers young environmentalists, activists, and innovators. Through our initiatives, we aim to create a culture of care and responsibility among youth, helping them become leaders for tomorrow's world.

As we reflect on our growth, we are proud of initiating over 300 events in Armenia and abroad, and indirectly influencing over 500,000 people. Our story is just beginning, and with every new initiative, we continue to move closer to a greener, more sustainable future, one led by youth who are ready to make a difference.



GOALS AND FOCUS AREAS FOR 2024

EXPANDING YOUTH ENGAGEMENT

We will continue to grow our community by reaching more young people across Armenia and beyond. Through engaging workshops, awareness campaigns, and youth-led initiatives, we aim to inspire and mobilize even more youth to take action. We will focus on:

- Launching new Maqoor Clubs in additional schools and universities.
- Organizing 200+ events to empower youth with the skills and knowledge to tackle environmental issues.
- Providing mentorship opportunities for young leaders to develop their skills and grow their influence.



STRENGTHENING ENVIRONMENTAL EDUCATION AND ADVOCACY

Our mission is to educate and inspire change on a broad scale. In 2024, we will amplify our efforts to raise awareness about environmental sustainability, conservation, and climate action. Key initiatives will include:

- Expanding our educational outreach with targeted campaigns and partnerships with local and international organizations.
- Hosting the Maqoor Academy, providing intensive environmental training for youth interested in sustainability.
- Advocating for policies that prioritize youth involvement in environmental decision-making and sustainable development.

GOALS AND FOCUS AREAS FOR 2024

COMMUNITY-DRIVEN SUSTAINABILITY INITIATIVES

Maqoor's success has always been rooted in community-driven action. In 2024, we will focus on expanding our grassroots programs, particularly in rural areas, and empowering communities to lead their own sustainability projects. Our efforts will include:

- Launching Maqoor Villages, a program designed to engage rural youth in sustainability and environmental education.
- Increasing participation in clean-up drives, tree-planting campaigns, and eco-friendly initiatives across Armenia.
- Building partnerships with local municipalities to integrate youth-led sustainability projects into community development.

COLLABORATIONS AND PARTNERSHIPS

We recognize the power of collaboration in achieving greater impact. For 2024, Maqoor will focus on forging new partnerships with organizations, governments, and businesses to strengthen our initiatives. We will aim to:

- Form 30+ new partnerships with local and international NGOs, institutions, and businesses that share our mission.
- Collaborate on joint initiatives that amplify our work in education, environmental conservation, and youth leadership.
- Secure funding for our key projects to ensure they are sustainable and continue to grow.





MAQOOR VILLAGES

The Maqoor Village program is a month-long initiative dedicated to engaging, educating, and collaborating with the local community to create a lasting positive impact on the environment and improve the lives of its residents. Our mission is to foster a sustainable future by instilling eco-friendly habits and promoting environmental awareness among the youth and broader community.

Program Mission

Maqoor Village is dedicated to educating and mobilizing rural communities across Armenia to become active participants in environmental protection. By working closely with local youth, the program fosters long-term change through education, infrastructure, and community leadership

Objectives

- Empower local youth as environmental leaders
- Promote sustainable waste management and recycling
- Build environmental infrastructure in rural settings
- Raise community-wide awareness through seminars and outreach
- Ensure local ownership for long-term impact

Impact and Numbers

- 100 youth engaged in hands-on environmental leadership
- 3000+ community members reached through village-wide workshops and seminars
- Recycling infrastructure installed in 3 villages by collaborating with the local government
- Follow-up youth-led initiatives sparked as a result of Maqoor Village's momentum

MAQOOR CLUBS

Maqoor Clubs is a network of youth-led environmental clubs with locations ranging from places like the University of Pennsylvania or UWC to local schools or communities in Armenia. Each club follows a curated annual program designed by the Maqoor team, providing members with ongoing educational sessions, project-based learning, and engagement opportunities within the broader Maqoor ecosystem. Clubs operate autonomously with elected leadership while staying connected to the national Maqoor network through biweekly meetings with the central Maqoor team.

Program Mission

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Benefits

- Empower local youth as environmental leaders
- Promote sustainable waste management and recycling
- Build environmental infrastructure in rural settings
- Raise community-wide awareness through seminars and outreach
- Ensure local ownership for long-term impact

Impact and Numbers

- Established in early 2024, now operating in schools, universities, and community centers
- Fostered leadership in dozens of young changemakers
- Club presidents participate in biweekly meetings with the Maqoor team
- Several members joined Maqoor Academy and launched independent eco-projects

MAQOOR AMBASSADORS

Maqoor Ambassadors is a global outreach initiative supporting monthly environmental actions by passionate individuals in their home communities. Through training, mentorship, and a connected community, the program drives real impact and cross-border collaboration.



Program Mission

The Maqoor Ambassadors program empowers individuals worldwide to lead monthly environmental projects in their communities, fostering a global network of passionate changemakers committed to local action and global impact.

Impact and Numbers

- 13 Ambassadors in 10 countries by the end of 2024
- Monthly grassroots projects organized across Europe, Asia, and the Americas
- Campaigns included clean-ups, awareness events, educational workshops, and advocacy efforts
- Created an international network that meets regularly to share ideas and inspire new action

Benefits

- Promote localized eco-action tailored to community needs
- Expand Maqoor's presence internationally
- Build youth capacity through leadership training
- Facilitate collaboration across countries



MAQOOR ACADEMY

Maqoor Academy is an online educational program that equips youth with essential knowledge on environmental issues, sustainable practices, and eco-solutions both in Armenia and globally. Through interactive workshops, the program builds a community of environmentally conscious individuals ready to take action in their local contexts. Participants who demonstrate commitment and leadership gain opportunities for mentorship and joining Maqoor's ongoing environmental initiatives.

Program Mission

Maqoor Academy aims to educate and empower young individuals across Armenia to understand environmental issues and actively contribute to building sustainable communities through critical thinking, collaboration, and leadership.

Benefits

- Official Maqoor Academy Certificate
- Access to expert mentorship from environmental leaders and policymakers
- Pathway to join Maqoor's team and projects
- Peer network of changemakers across Armenia
- Tools for systems thinking and real-world problem-solving

Impact and Numbers

- 30 youth graduated in the first cohort (launched in mid-2024)
- 3 graduates joined Maqoor's team, now actively contributing to national initiatives
- Created a national network of motivated, sustainability-minded youth
- Strengthened Maqoor's long-term pipeline for environmental changemakers

EARTH DAY CELEBRATION

On April 20, 2024, Maqoor co-organized Armenia's largest Earth Day celebration in partnership with Earthday.org. This nationwide event brought together thousands of volunteers, government officials, and environmental organizations to demonstrate a shared commitment to sustainability. With events in Yerevan and other regions, the celebration created a memorable moment in Armenia's environmental journey.

Program Mission

To unite citizens, organizations, and policymakers in a collective movement that highlights environmental challenges and inspires action through Armenia's largest Earth Day event.



Benefits

- City-wide clean-ups across multiple regions
- Collaborative workshops and educational activities
- Earth Day Conference hosted at the AUA Acopian Center for the Environment
- Official participation of the Ministry of Environment and Yerevan Municipality
- Broad media coverage and social media outreach

Impact and Numbers

- 800+ volunteers gathered in Yerevan for coordinated clean-up efforts
- Partnership with Earthday.org marked the beginning of an international collaboration
- Conference at AUA, brought together government, academia, and civil society for meaningful dialogue on Armenia's environmental future
- Local municipalities, ministries, and environmental NGOs actively participated

MAQOOR REGIONAL TEAMS

Maqoor Regional Teams are youth-led units formed across Armenia to implement localized environmental initiatives. These teams receive capacity-building training and mentorship while serving as the grassroots foundation of Maqoor's national strategy. By empowering regional voices, Maqoor ensures inclusive, grassroots environmental change.

Program Mission

To decentralize environmental activism by empowering regional youth teams to lead local projects, connect with policymakers, and shape sustainable solutions tailored to their communities

Impact and Numbers

- 11 Regional Teams established in 2024
- Teams organized dozens of local clean-ups, tree-plantings, and workshops
- Represented Maqoor in community hearings with local governments
- Played a key role in implementing Maqoor Villages and Earth Day activities across regions
- Developed local partnerships with schools, NGOs, and media

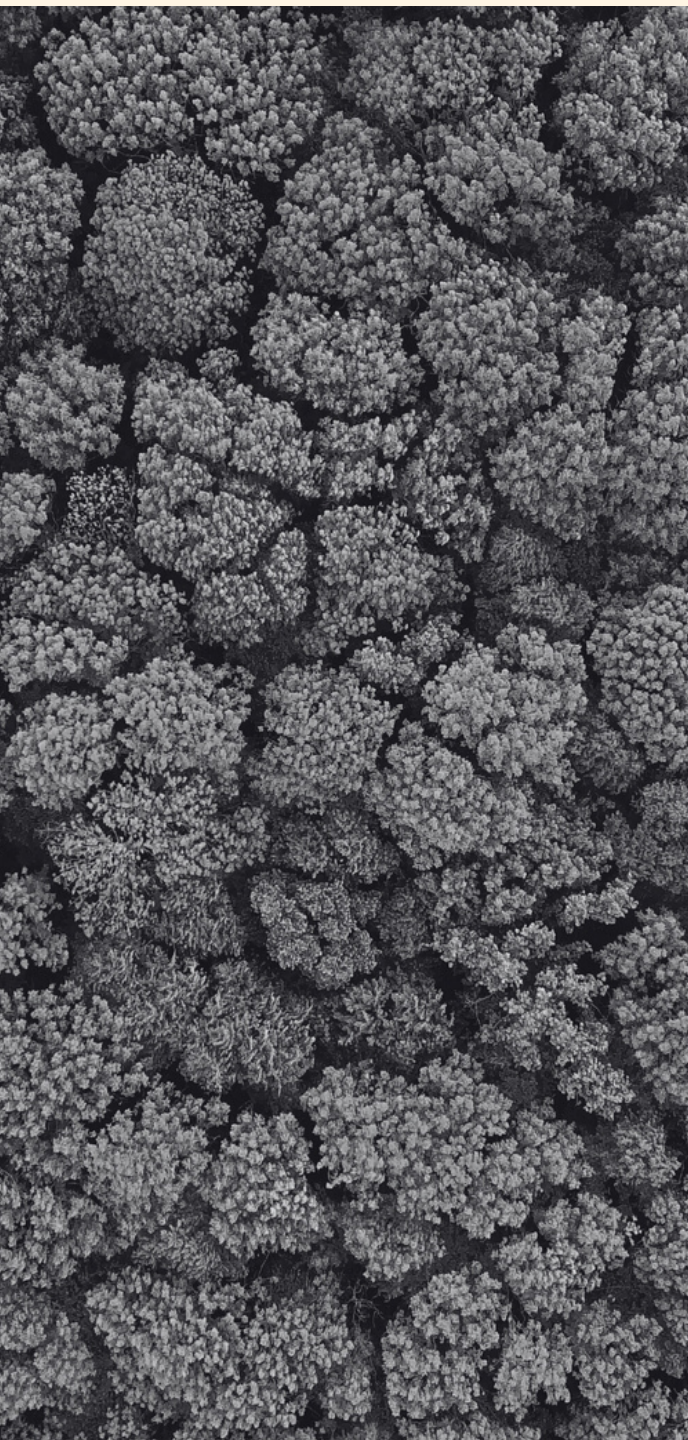
Key Achievements

- Mobilized hard-to-reach rural communities
- Built leadership pipelines for regional youth
- Strengthened regional visibility of environmental concerns
- Fostered inter-regional collaboration and information sharing
- Helped shape Maqoor's policy proposals through local consultations

OUR ACHIEVEMENTS & IMPACT

Empowering Rural Youth through Maqoor Villages

By engaging over 100 youth from remote villages, Maqoor Villages helped shift environmental leadership to where it's often lacking, in rural Armenia. These young leaders didn't just participate in trainings, they launched local projects that led to tangible change, including establishing the first-ever recycling systems in their communities. The program empowered rural youth to take ownership of their environment and sparked long-term behavioral shifts at the grassroots level. We also established regular and recycling bins in three villages, that most needed the support.



Uniting Armenia around Earth Day

Bringing Earthday.org to Armenia for the first time was not just symbolic but highly impactful. Our Earth Day campaign mobilized hundreds of citizens, organizations, and officials in clean-ups and public dialogue. The environmental conference at AUA became a platform for big collaboration, uniting Armenia's leading environmental voices.

Building Local Leadership through Regional Teams

By forming teams in every region of Armenia, Maqoor created a self-sustaining structure that now leads regular environmental education and activism activities. These teams ensure that climate action is not Yerevan-centric, but inclusive of voices and realities from across the country. The model is helping decentralize environmental leadership and inspire long-term civic responsibility.

Creating Future Environmental Advocates with Maqoor Academy

Maqoor Academy's first cohort didn't simply gain knowledge, they developed into committed changemakers. Some of our graduates are now active in Maqoor's regional teams and leading initiatives of their own. The program proved that youth, when equipped with tools and mentorship, can transition from awareness to action.

Globalizing Local Action through Maqoor Clubs

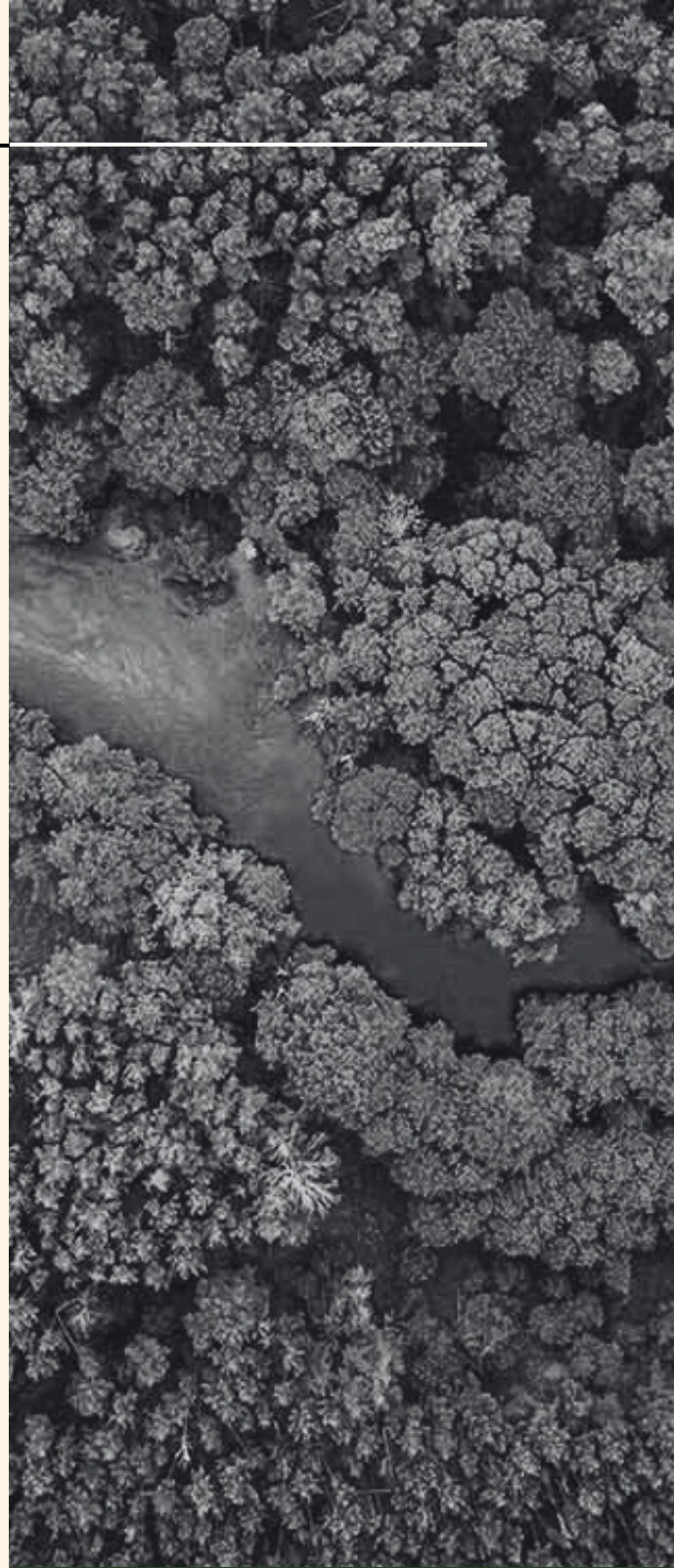
With clubs now operating from big educational institutions like University of Pennsylvania to rural schools in Armenia, Maqoor has created a network that localizes environmental action across borders. This club model connects communities that might otherwise remain isolated, encouraging global solidarity while reinforcing local responsibility.

Expanding Environmental Leadership through Maqoor Ambassadors

With active youth leaders in 12 countries, Maqoor Ambassadors were not just extending our reach, they were leading climate action within their own communities. These ambassadors have launched local events, workshops, and awareness campaigns that bring Maqoor's values to life across cultures.

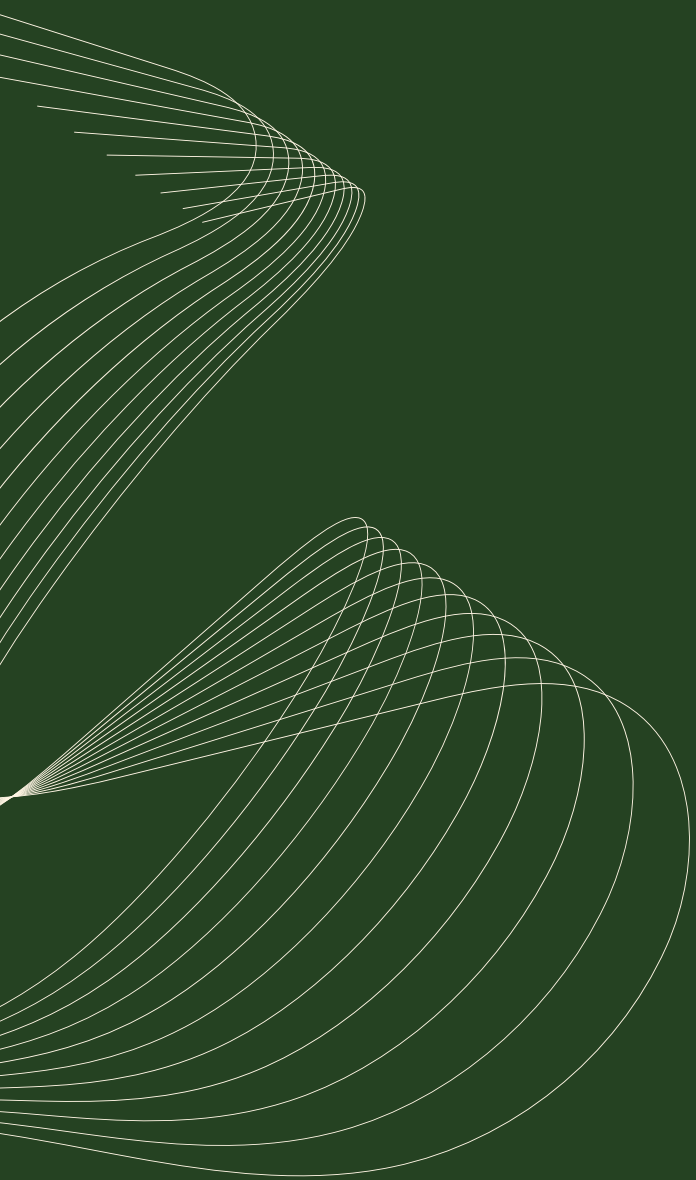
Elevating Dialogue through the Maqoor Podcast

The Maqoor Podcast has become a growing platform for thought leadership, amplifying environmental stories, policy debates, and scientific voices in English. By offering accessible climate content, it's helping raise public literacy, inspire action, and build a bridge between grassroots voices and expert insight.



IN 2024 WE HAVE PARTNERED WITH





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